05/31/2012 15 : 29

Image# 12971257436 PAGE 1 / 6

#### **FEC FORM 5**

#### REPORT OF INDEPENDENT EXPENDITURES MADE AND CONTRIBUTIONS RECEIVED

To Be Used by Persons (Other than Political Committees) including Qualified Nonprofit Corporations

1. (	a) Name of Individual, (	Organization or Corporation	ing Quaimed None		
Pia	nned Parenthoo				
	b) Address (number an 434 West 33rd Street	d street) check if different than previously	reported		
(	c) City, State and ZIP C	Code		3. FEC Ide	entification Number
	New York	NY	10001		
2.	Corporate filers only	Is the filer a qualified nonprofit corporation?	ĭ Yes □	No C C9000	05471
I	ndividual filers only	Name of Employer		Occupation	
	4. TYPE OF REF	PORT (check appropriate boxes):			
	(a) April 1	5 Quarterly Report			
	☐ July 15	Quarterly Report	<b>V</b> 04 U D		
	Octobe	er 15 Quarterly Report	24-Hour Report		
	Januar	y 31 Year-End Report	48-Hour Report		
	b) Is this Rep	THROUGH	Y   Y   Y   Y   Y   Y   Y   Y   Y   Y		
	6. TOTAL CONT	RIBUTIONS			0.00
	7. TOTAL INDEF	PENDENT EXPENDITURES			1599372.63
sugg	estion of, any candidate or	that the independent expenditures reported herein were n authorized committee or agent of either, or any political ion) I certify that the corporation is a qualified nonprofit c	party committee or its age	ent. In addition, (if the independent	
ТҮР	E OR PRINT NAME OF	PERSON COMPLETING FORM	SIGNATURE	[Electronically Filed]	DATE
Dei	rdre Schifeling		Deirdre Schifeling	. , , , , , , , , , , , , , , , , , , ,	05/31/2012
	NOTE: Submission	on of false, erroneous or incomplete information may sub	ject the person signing th	is report to the penalties of 2 U	

For further information, contact:

Federal Election Commission, 999 E Street, N.W., Washington, D.C. 20463 Toll Free 800-424-9530, Local 202-694-1100

5PG021 FEC **Schedule 5** (REV. 09/2005)

PAGE 2 OF 6 FOR LINE 7 OF FORM 5

IAME OF FILER (In Full)				
Planned Parenthood Action Fund Inc.				
Full Name (Last, First, Middle Initial) of Pa	yee			Date
The Watershed Company  Mailing Address  AND Purch Characters 250				04 19 2012
100 Bush Street Ste 850				Amount
City	State	Zip Code		
San Francisco	CA	94104		375.00 Transaction ID : 57411877
Purpose of Expenditure Email consulting		Category/ Type	004 C	Office Sought: House State:
Name of Federal Candidate Supported or Mitt Romney	Opposed by Expend		C	Senate District: President Support Oppose
				isbursement For:  Primary General
Calendar Year-To-Date Per Election for Office Sought		1621106.6		2012 Other (specify)
Full Name (Last, First, Middle Initial) of Pa	yee		<u> </u>	Date
Pond5				M M / D D / Y Y Y Y A
Mailing Address 419 Layfayette Street				04 30 2012
City	State	Zip Code		Amount
New York	NY	10003		56.00
Purpose of Expenditure		Catagony		Transaction ID : 57411878  Office Sought: House State
Music licensing for online video		Category/ Type	004	Senate    District:
Name of Federal Candidate Supported or Mitt Romney	Opposed by Expend	diture:	C	President  Check One: Support Oppose
Calendar Year-To-Date Per Election for Office Sought		1621106.6		isbursement For: Primary General 2012 Other (specify)
Full Name (Last, First, Middle Initial) of Pa	yee			Date
Mosaic Printers	•			M M / D D / Y Y Y Y
Mailing Address 1920 L Street NW				05 12 2012
011		75.0.1		Amount
City Washington	State DC	Zip Code 20036		197.00
Purpose of Expenditure		Category/	0	Transaction ID : 57411879  Office Sought: House State:
Printing for fundraising brochure		Type	004	Senate District:
Name of Federal Candidate Supported or Mitt Romney	Opposed by Expend	diture:	c	President Support Oppose
Calendar Year-To-Date Per Election for Office Sought		1621106.6	3 D	isbursement For: Primary General 2012 Other (specify)
(a) SUBTOTAL of Itemized Independent Ex	penditures			628,00
(b) SUBTOTAL of Unitemized Independent	Expenditures		······	
(c) TOTAL Independent Expenditures (carry total from last page forward			······	

PAGE 3 OF 6 FOR LINE 7 OF FORM 5

NAME OF FILER (In Full) Planned Parenthood Action Fund Inc.					
Full Name (Last, First, Middle Initial)	of Payee		Data		
Mosaic Printers	of Fayee		Date	M = M / D = D /	Y
Mailing Address 1920 L Street NW			L	05 12	2012
1020 2 5551			Amou	unt	
City	State	Zip Code			197.00
Washington	DC	20036	Tran	nsaction ID : 5741912	
Purpose of Expenditure Printing for fundraising brochure		Category/ Type 004	Office Soug	ght: House Senate	State:
Name of Federal Candidate Support Barack Obama	ed or Opposed by Expend	I iture:	Check One	President  Support	Oppose
Calendar Year-To-Date Per Ele		1621106.63		ent For: Primary 2012 Primary Other (specify)	General
Full Name (Last, First, Middle Initial)	of Pavee		Date		
76 Words				M = M / D = D /	YYYYY
Mailing Address 1120 Eye Street N	 W #550		L	05 30	2012
			Amou	unt	
City	State	Zip Code			5000.00
Washington	DC	20006	1	saction ID : 5742205	0
Purpose of Expenditure Ad creation		Category/ Type 004	Office Sou	ght: House Senate	State:
Name of Federal Candidate Support Mitt Romney	ed or Opposed by Expend	iture:	Check One	President Support	X Oppose
Calendar Year-To-Date Per Electron for Office Sol		1621106.63		ent For: Primary 2012 Other (specify)	General
Full Name (Last, First, Middle Initial)	of Payee		Date		
Peter D Hart Research Associates				M M / D D /	2012
Mailing Address 1724 Connecticut	Avenue NW		Amou	سا س	2012
City	State	Zip Code			70500.00
Washington	DC	20009	Tran	nsaction ID : 5742496	
Purpose of Expenditure Ad testing services		Category/ 004	Office Soug	ght: House	State:
Name of Federal Candidate Support	ted or Opposed by Evpend	Type 004		Senate  President	District:
Mitt Romney	ей от оррозей ву Ехрепи	nuie.	Check One		X Oppose
Calendar Year-To-Date Per Electron for Office So		1621106.63		ent For: Primary 2012 Primary Other (specify)	General
(a) SUBTOTAL of Itemized Independ	ent Expenditures		>	7 1 7	75697.00
(b) SUBTOTAL of Unitemized Independent	endent Expenditures		·· •	7 1 1 7	
(c) TOTAL Independent Expenditures (carry total from last page			· •	7 1 7	

PAGE 4 OF 6 FOR LINE 7 OF FORM 5

NAME OF FILER (In Full) Planned Parenthood Action Fund Inc.							
Full Name (Last First Middle Initial) of De-							
Full Name (Last, First, Middle Initial) of Pa	yee			Date			
Media Strategies and Research  Mailing Address 44350 Panders Hills Res				- 05	30	2012	
11350 Random Hills Roa	d Ste 670			Amount			
City	State	Zip Code					
Fairfax	VA	22030		Transacti	on ID : 5742496	1350883.00 <b>57</b>	
Purpose of Expenditure TV ad buy		Category/ Type 004	Offi	ce Sought:	House Senate	State:	
Name of Francis Conditions Commented as 6	Daniel and the Comment				X President	District:	
Name of Federal Candidate Supported or 0 Mitt Romney	Opposed by Expendi	ture:	Che	eck One:	Support	X Oppose	
			Dial	Fa	Duine au	Cararal	
Calendar Year-To-Date Per Election for Office Sought	,	1621106.63	Disi	2012	r: Primary	General	
Full Name (Last, First, Middle Initial) of Pa	vee			Date			
	,						
Blueprint Interactive				- 05	30	2012	
Mailing Address 2229 North Pollard Street				Amount	90	2012	
City	State	Zip Code					
Arlington	VA	22207		Transaction	on ID : 5742496	150300.00 8	
Purpose of Expenditure		Category/	Off	ice Sought:	House	State:	
Online ad buy and creation		Type 004			Senate		
Name of Federal Candidate Supported or 0 Mitt Romney	Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney			President District:  Check One: Support District:  Check One: Support District:			
Calendar Year-To-Date Per Election for Office Sought		1621106.63	Dis	2012	or: Primary (specify)	General	
Full Name (Last, First, Middle Initial) of Pa	vee			Date			
The Watershed Company	, 5 5			M = M	/ D D /	YTYTY	
Mailing Address 100 Bush Street Ste 850				05	30	2012	
100 Busil Street Ste 650				Amount			
City	State	Zip Code				200.00	
San Francisco	CA	94104		Transacti	on ID : 574249		
Purpose of Expenditure		Catagory	Offi	ce Sought:	House		
Email consulting		Category/ Type 004		JJ JJugin.	Senate	State:	
Name of Foderal Candidate Constitution	Opposed by Free "				X President	District:	
Name of Federal Candidate Supported or ( Barack Obama	Opposed by Expendi	iture:	Che	eck One:	X Support	Oppose	
Calendar Year-To-Date Per Election for Office Sought	,	1621106.63	Disi	oursement Fo 2012 Other (	er: Primary (specify)	General	
(a) SUBTOTAL of Itemized Independent Ex	penditures		····· <b>&gt;</b>		7	1501383.00	
(b) SUBTOTAL of Unitemized Independent	Expenditures		······ <b>•</b>		7		
(c) TOTAL Independent Expenditures							
(carry total from last page forward					, ,		

PAGE 5 OF 6 FOR LINE 7 OF FORM 5

NAME OF FILER (In Full) Planned Parenthood Action Fund Inc.	
Full Name (Last First Middle 1:35-1) of Davis	
Full Name (Last, First, Middle Initial) of Payee	Date
76 Words	05 30 2012
Mailing Address 1120 Eye Street NW #550	
City State Zip Code	Amount
Washington DC 20006	12185.90
	Transaction ID : 57424980
Purpose of Expenditure  Post production editing of ad  Category/ Type	Office Sought: House State:
N. (5 L lo File)	District:
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney	Check One: Support Oppose
	Officer Offic. Support Suppose
Calendar Year-To-Date Per Election for Office Sought	Disbursement For: Primary General 2012 Other (specify)
Full Name (Lock First Middle Initial) of David	
Full Name (Last, First, Middle Initial) of Payee	Date
The Watershed Company	05 30 2012
Mailing Address 100 Bush Street Ste 850	05 30 2012
	Amount
City State Zip Code	112.50
San Francisco CA 94104	Transaction ID : 57424981
Purpose of Expenditure Category/	Office Sought: House State:
Website consulting Type	Senate District:
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney	Check One: Support Oppose
Calendar Year-To-Date Per Election for Office Sought	Disbursement For: Primary General  Other (specify)
Full Name (Last, First, Middle Initial) of Payee	Date
Weirdesign	M M / D D / Y Y Y Y
Mailing Address 242 Trout Dun Mountain Dood	05 30 2012
313 Trout Run Mountain Road	Amount
City State Zip Code	
Trout Run PA 17771	375.00
Purpose of Expenditure Category/	Office Sought: House State:
Purpose of Expenditure Category/ Flyer design Type	Office Sought: House State:
Name of Federal Candidate Supported or Opposed by Expenditure:	President District:
Barack Obama	Check One: Support Oppose
Calendar Year-To-Date Per Election for Office Sought	Disbursement For: Primary General Other (specify)
(a) SUBTOTAL of Itemized Independent Expenditures	12673.40
(b) SUPTOTAL of Unitomized Independent Expanditures	
(b) SUBTOTAL of Unitemized Independent Expenditures	············
(c) TOTAL Independent Expenditures	
(c) TOTAL Independent Expenditures	··············

PAGE 6 OF 6 FOR LINE 7 OF FORM 5

AME OF FILER (In Full) Planned Parenthood Action Fund Inc.			<u> </u>
Planned Parenthood Action Fund Inc.			
Full Name (Look Firek Middle Initial) of Days			
Full Name (Last, First, Middle Initial) of Payee 76 Words	) -		Date
			05 30 2012
Mailing Address 1120 Eye Street NW #550			
City	State Zip Code		Amount
Washington	DC 20006		8500.00
Purpose of Expenditure		O#:	Transaction ID : 57425054
Creation of endorsement video	Category/ Type	004	ce Sought: House State:
Name of Federal Candidate Supported or Opp	posed by Expenditure:		District:
Barack Obama	, ,	Che	eck One: X Support Oppose
Onlander Versite Both Box Floribus		Disk	pursement For: 🔀 Primary General
Calendar Year-To-Date Per Election for Office Sought	1621106.		2012 Other (specify)
Full Name (Last, First, Middle Initial) of Payee			
Planned Parenthood Federation of America	•		Date
Mailing Address			05 30 2012
434 West 33rd Street			Amount
City	State Zip Code		
New York	NY 10001		350.00
Purpose of Expenditure	Category/	Offi	Transaction ID : 57425129 ice Sought: House State:
Staff time	Туре	004	Senate District:
Name of Federal Candidate Supported or Opp	posed by Expenditure:		President
Barack Obama		Che	eck One: X Support Oppose
Calendar Year-To-Date Per Election	1001100	Disk	oursement For: Primary General
for Office Sought	1621106.	63	Other (specify)
Full Name (Last, First, Middle Initial) of Payee	)	ļ.	Date
Planned Parenthood Advocates of VA			M M / D D / Y Y Y Y
Mailing Address PO Box 7271			05 30 2012
			Amount
City	State Zip Code		141.23
Richmond	VA 23221		Transaction ID : 57425130
Purpose of Expenditure Location rental and staff time	Category/	004 Offic	ce Sought: House State:
	Type		Senate District:
Name of Federal Candidate Supported or Opp Barack Obama	posea by Expenditure:	Cho	eck One: Support Oppose
Calendar Year-To-Date Per Election for Office Sought	1621106.	.63 Dist	oursement For: Primary General
Io. Office Cought			Other (specify)
(a) SUBTOTAL of Itemized Independent Exper	nditures		8991.23
, ,			0551.23
(b) SUBTOTAL of Unitemized Independent Exp	penditures		
·		•	7
(c) TOTAL Independent Expenditures			1599372.63
(carry total from last page forward to	Line /)	•	